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D7.1

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¹ R = Report, P = Prototype, D = Demonstrator, O = Other

² PU = Public, PP = Restricted to other program participants (including the Commission Services), RE= Restricted to a group specified by the consortium (including the Commission Services), CO = Confidential, only for members of the consortium (including the Commission Services)

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Abstract

Numerous internet services require the users to authenticate themselves. More and more users are unable to cope with memorizing the numerous secure passwords. Biometric user authentication can produce relief. Many mobile devices contain input devices that can be used for capturing biometric data such as voice data or face images. The objectives of the PIDaaS project are to create and to field-test an innovative identity management service relying on biometric traits as one of the most important factors for identity assurance and including other meta-data (obtained from hardware, software and network) to better define the level of certainty of the authentication request. This document describes the dissemination plan of the service for rise awareness at European level and seed commercial contacts for a future deployment. This document identifies the most relevant paths to execute dissemination activities. Also in this document are set out the responsibilities about each activity. The reader can also find a first approach of a summary table where the activities of the dissemination plan will be identified and measured.

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List of abbreviations

A	Administrator
APK	Application Package File
BTPS	Biometric Template Protection Scheme
CIP	Competitiveness and Innovation Framework Programme
CP	Content Producer
CSV	Comma-Separated Values
DoW	Description of Work
EAB	European Association for Biometrics
EU	European Union
e.g.	exempli gratia
etc.	et cetera
IBS	International Biometric Society
ICT	Information and Communications Technology
ID	Identification
eID	Electronic Identification
i.e.	id est
IEEE	Institute of Electrical and Electronics Engineers
IPR	Intellectual Property Rights
IT	Information Technology
KPI	Key Performance Indicator
M	Manager
O	Owner
PDF	Portable Document Format
PSP	Policy Support Programme
ROI	Return On Investment
TV	Television
URL	Uniform Resource Locator
WP	Work Package

1 Introduction

The aim of the PIDaaS project is to create an innovative identity management service, including the identity assurance service, relying on biometric traits as one of the most important factor for the identity assurance and including other meta-data (obtained from hardware, software and network) to better define the level of certainty of the authentication request. The PIDaaS project will add to this framework the biometric template protection schemes (BTPS) which allows the use of biometric traits while avoiding the inherited risk of classic biometric solutions, by providing: irreversibility, unlinkability, revocability and renewability to biometric pseudo-biidentities generated thanks to the BTPS technology.

The main aim of this deliverable is to report the efforts made in WP7 for the definition of the project dissemination goals, to present the dissemination activities undertaken or planned and finally to describe the overall dissemination plan for the whole project's duration.

The dissemination strategy definition will provide the outline for the activities to be undertaken within the dissemination task by setting the dissemination goals for the project's duration. A more detailed dissemination plan will also be included in the dissemination strategy. The dissemination plan will be regularly updated and will include the specific actions necessary to achieve the strategy goals. The type of dissemination activities included in the plan will vary according to each specific target group that will be reached each time. Moreover, taking into account the limited dissemination resources a variety of complementing and interrelated dissemination material and activities are planned for the project's dissemination task in order to reach the maximum amount of people in the most cost-efficient and at the same time appealing way.

The dissemination in the foreground will addressed both at professional and at general public level. On one hand, the most relevant scientific and technical results achieved within PIDaaS will be published in international refereed magazines or conferences and will be presented in various international events or workshops. On the other hand, the wider public will be informed about the project concepts and achievements from the dissemination material and communication channels that are foreseen within the planned project activities.

The strategy will also focus on Key Performance Indicator (KPI). KPI's are generally used to evaluate either the success of a particular activity or progress towards the project's goals. Choosing the right KPIs is important for the project. Although both qualitative and quantitative indicators can be used, quantitative indicators are generally preferred since they can give better insights into the project. Success indicator with each KPI will help to evaluate the success criteria for that particular KPI. The KPI's proposed by this deliverable will be highly oriented towards the nature of the dissemination activities.

2 Dissemination Strategy

2.1 Dissemination strategy objectives

Main aim of a dissemination strategy is to guide the dissemination endeavour to the most appropriate channels in order to increase as much as possible its impact to the wider public community and especially the target groups that were identified by the consortium.

A dissemination strategy has been defined which consists of a set of objectives to be achieved during the project's duration:

- To design and prepare a general dissemination roadmap from the beginning of the project for dissemination and awareness activities.
- To disseminate project concept and the novel methods that will be developed to the widest possible professional and industrial audience.
- To divulge the PIDaaS project achievements to the interested stakeholders.
- To establish relationships with the existing industry related to the technologies that are part of the project, as well as with the appropriate standardisation and regulatory organizations.
- To support the using of project results.
- Keep track of technical, regulatory and market changes that may affect the development of the project.

Based on the goals that were identified by the PIDaaS partnership a dissemination plan has been designed for the project. However, this dissemination plan will not be static, it will be updated according to new opportunities of dissemination that arise, as well as when new results of the project are ready to be exhibited to the public.

In addition, the consortium has identified since the beginning of the project a list of possible audiences, in which the project concepts and achievements could be disseminated.

2.2 Dissemination Target Groups

To maximize the success of the dissemination plan it is necessary to identify the different stakeholders potentially interested in the project. This way we can adapt the dissemination activities with the particular attributes of each specific stakeholder.

The PIDaaS consortium has identified the following target groups:

- Security and mobile sectors
- End users sector stakeholders
- Standardization stakeholders
- Regulatory stakeholders
- General audience
- Other European projects

The following table summarizes the target groups within the PIDaaS project:

Target group	Typology of activities	Arising specific knowledge about
Security and mobile sectors	<ul style="list-style-type: none"> - Security conferences - Mobile apps conferences - Website 	<ul style="list-style-type: none"> - Information about security procedures and technology linked to identification in mobile services and devices. - Biometric solutions for mobile services. - Privacy-enabling technologies for biometric authentication services.
End users sector stakeholders	<ul style="list-style-type: none"> - Sector conferences - E-mail - Specialized magazines - Restricted web area 	<ul style="list-style-type: none"> - Best practices on implementing identity assurance cloud services using biometrics in mobile devices in their specific business processes (retailers, e-commerce, e-health, etc.). - Additional functional features and roadmap. - Best practices, demonstration of security economics and ROI evaluation.
Regulatory stakeholders	<ul style="list-style-type: none"> - Direct meetings - E-mail - Conferences - Restricted web area 	<ul style="list-style-type: none"> - Follow-up of further regulations to be considered for PIDaaS in the Business As Usual phase.
General audience	<ul style="list-style-type: none"> - Website - Social Media - Newsletters - Sharing experiences 	<ul style="list-style-type: none"> - To share benefits of the services and best practices obtained in the project with the general audience. - Increasing the privacy-awareness of biometrics and mobiles services.
Other European project	<ul style="list-style-type: none"> - Common organization of events and demonstrations. - Participation in project meetings. 	<ul style="list-style-type: none"> - To share the lessons learned in the project. - To discuss further applications with other European projects participants

Table 1 Target groups of PIDaaS

2.3 Main action lines

The dissemination strategy is summarized as follows:

1. **Events**, activities such as conferences, workshops, etc.
2. **Social media**, impacting the end-user through multiple social channels.
3. **Newsletter, press releases and whitepapers**, which will transfer the knowledge to the industry and to interested stakeholders.
4. **Dissemination with others European funded projects**, which have things in common with PIDaaS project.
5. **PIDaaS Website**, which will be the main way for the end-users to get access to all the information regarding the PIDaaS project. All public information will be made available through this channel.

2.3.1 Events

Events permit direct contact with PIDaaS audience as the industry, scientific community and interested end-users. The dissemination events give intrinsically the possibility of speaking and solving any question of the audience directly.

This project has three types of events: workshops, courses and conferences.

2.3.1.1 Workshops

Workshops are focused to small groups of professional audience to spread out the news about project innovations and future possibilities. Besides the educational part, these events are a great way for increasing the diffusion of the project.

It is planned to do some workshops in every pilot to train the final users. This way the partners who manage one of the three pilots: CSI, E-Bros and TicSalut, will carry out some training workshops for a correct formation of the pilots participants.

There will at least two workshops for the industry sector as mentioned in the DoW requirements.

2.3.1.2 Courses

As described in the DoW, it is planned to have at least two courses focused on the usability of the new system. These courses will cover fundamentals as well as advanced techniques employed in the project.

The courses will be oriented for two different audiences:

- Professionals specialized in IT security or biometrics fields who want to improve their knowledge about PIDaaS specific solution.

- Companies who want to use PIDaaS as an asset to their business.

2.3.1.3 Conferences

Conferences are focused to the general audience and specific specialist with the aim of promoting the project and raise awareness of the new possibilities of PIDaaS. It will involve various partners; during the conference the speakers will detail the project, goals, main innovation and the current state of the project.

Preliminary target conferences listed in the following table:

Name	Audience	URL
WSO2Con Europe	Scientific	<i>www.eu15.wso2con.com</i>
EAB Research Projects Conference	Scientific	<i>www.eab.org/events/program/79</i>

Table 2 Preliminary target conference list

2.3.2 Social media

The social networks will allow a continuous, direct and confident way to maintain contact with the general audience.

It is planned that many activities of the project will be advertised through Twitter and LinkedIn.

Ricoh will create the Twitter, Facebook and LinkedIn accounts for PIDaaS, all the partners will have access to all the accounts so they can post in the social networks, ensuring a common sense guideline.

All the partners must manage to guarantee the correct operation of social media. All the partners will have the possibility to post information in social media with a limited supervision from Ricoh.

2.3.3 Newsletter, press releases and papers

2.3.3.1 Project Newsletter

The Newsletter will allow direct contact with interested audience. It consists of a free subscription e-mail, that will be accessible through the website. The subscribers express their consent to receiving PIDaaS information by email. Users also have the option of

unsubscribing from the mailing list; hence, the Newsletter complies with the European legislation regarding personal data protection.

The objective of the Newsletter is to keep directly informed the target audience and to provide them with information about project progress and relevant goals reached.

2.3.3.2 Press releases

Press releases are expected to reach media channels so they disseminate the project to their viewers. They are addressed to the general or specialized public and inform about the project progress and specific goals.

The press releases also will be available on the project website for ease the access to all the stakeholders. All partners will contribute providing their local press releases to CSI-Piemonte and Ricoh.

In the below table the reader can see the target magazines relevant for the sector of the project.

Name	Type of media	Sector	Website
ID World	Magazine	Identification	www.id-world-magazine.com
Security	Magazine	IT Security	www.securitymagazine.com
Security Week	Website	IT Security	www.securityweek.com
Infosecurity	Online Magazine	IT Security	www.infosecurity-magazine.com
Secure ID News	Website	Identification	www.secureidnews.com
IBS Journal	Journal	Biometrics	www.biometrics.tibs.org
Techbiometric	Website	Biometrics	www.techbiometric.com
SC Magazine	Magazine	IT Security	www.scmagazine.com
threatpost	Website	IT Security	www.threatpost.com
Wired	Website	Technology	www.wired.com
The Verge	Website	Technology	www.theverge.com
New Technology	Magazine	Technology	www.newtechmagazine.com
Biometric Update	Website	Biometrics	www.biometricupdate.com
IEEE Biometrics	Virtual Journal	Biometrics	www.ieee.org
Global Innovation Magazine	Magazine	Innovation	www.globalinnovationmagazine.com
Horizon Magazine	Virtual Magazine	Innovation	www.horizon-magazine.eu

Table 3 Relevant target magazines

All of the partners will be responsible for the disseminating the press releases to their local contacts. As an example Ricoh has a PR Department which is responsible for releasing the news of the company to all the media in Spain. Our Ricoh department will support to share PIDaaS with the main journals, magazines, etc. all the information that will help generate the maximum publicity to the general market.

2.3.3.3 Papers

A whitepaper is an authoritative report or guide informing readers in a concise manner about a complex issue and presenting the issuing body's philosophy on the matter. It is meant to help readers understand an issue, solve a problem, or make a decision.

In the project the technical partners can develop some papers to respond specific questions. This paper will be also used to reach specific audiences with high interest in this kind of information. As the other material all of this public information will be available in the website. Developing some whitepapers will upgrade the confidence of the end user with the project.

2.3.4 Dissemination with other projects

This initiative wants to take advantage of other dissemination structures developed in other European Projects. The aim of this initiative is to show concise information in the dissemination activities of other projects to obtain interested audience for the PIDaaS project. Correct understanding of the other projects will improve penetration capability.

The table below details European projects with synergies with PIDaaS.

Acronym	Name	Description	End date
FutureID www.futureid.eu	Shaping The Future Of Electronic Identity	The FutureID project builds a comprehensive, flexible, privacy-aware and ubiquitously usable identity management infrastructure for Europe.	31/10/15
Stork 2.0 www.eid-stork2.eu	Secure idenTity acrOss boRders linKed 2.0	Stork 2.0 will contribute to the realization of a single European electronic identification and authentication area.	2015

A4CLOUD <i>www.a4cloud.eu</i>	Cloud Accountability Project	A4Cloud focuses on the Accountability For Cloud and Other Future Internet Services.	2016
BEAT <i>www.beat-eu.org</i>	Biometrics Evaluation and Testing	Proposing benchmarks, standards and protocols for testing biometrics.	28/02/16
e-SENS <i>www.esens.eu</i>	Electronic Simple European Networked Services	Develop an infrastructure for interoperable public services in Europe.	01/03/2016
MobilePass <i>www.mobilepass-project.eu</i>	MobilePass	MobilePass will focus on research and development towards technologically advanced mobile equipment at land border crossing points.	01/09/2016
FastPass <i>www.fastpass-project.eu</i>	FastPass	The project will establish and demonstrate a harmonised, modular approach for Automated Border Control gates.	01/01/2017
EKSISTENZ <i>www.eksistenz.eu</i>	EKSISTENZ	The project objective is to deliver a set of innovative and interoperable tools, procedures, methods and processes that will tackle identity theft in the EU.	31/05/2017

Table 4 UE funded projects with common objectives with PIDaaS

2.3.5 Website

The PIDaaS website will be one of the main vectors for disseminating information about the project news and achievements. The project website is deployed at www.pidaas.eu and was

developed after an extensive review of similar websites in existence to date. Furthermore, the address was selected in order to intensify its link with the European Union as the project is co-funded under the ICT Policy Support Programme (CIP - Call ICT PSP 7th call for proposals 2013).

The website will be managed by CSI with the help of all the partners. All of the content in the website will be in English, to ensure a global scope and best understanding of end-users.

Website is a secure online informational and collaborative environment, for all partners, visitors and stakeholders. It will be in constant update and review. Updates can include project news, project in the press, events in the calendar, relevant videos, articles, press releases, newsletter issues and other activities dedicated to dissemination. The update of website content, layout and design is on-going throughout the implementation of the project. Website design has been studied for a good performance in a variety of internet browsers i.e. (Firefox, Chrome, etc.). The website will offer the option to subscribe to the newsletter of the project.

The navigability of the page has been studied to be the most intuitive and easy to use as possible. If the visitor clicks the PIDaaS logo it will be redirected to the home page, also the website is very bound between itself. Moreover, the website offers the option of sharing with the visitor favourite or favourite's social networks to improve the dissemination scope and allow the visitor to share the project with his friends.

The website will contain the PIDaaS forum, which provides a unique opportunity where people interested in the project can place questions and will be answered. This facilitates cross domain fertilization in the thematic because other industrial areas have similar interests.

3 Dissemination Material

The dissemination material has a significant role in PIDaaS dissemination activity. The dissemination material is described in the following paragraphs.

3.1 PIDaaS logo

With the objective that the PIDaaS project has a recognizable appearance to accompany all the results that are published or presented, a logo has been designed to be included in all the documentation that the PIDaaS consortium generates i.e. (deliverables, presentations, etc.).

The PIDaaS logo is presented in the following figure:

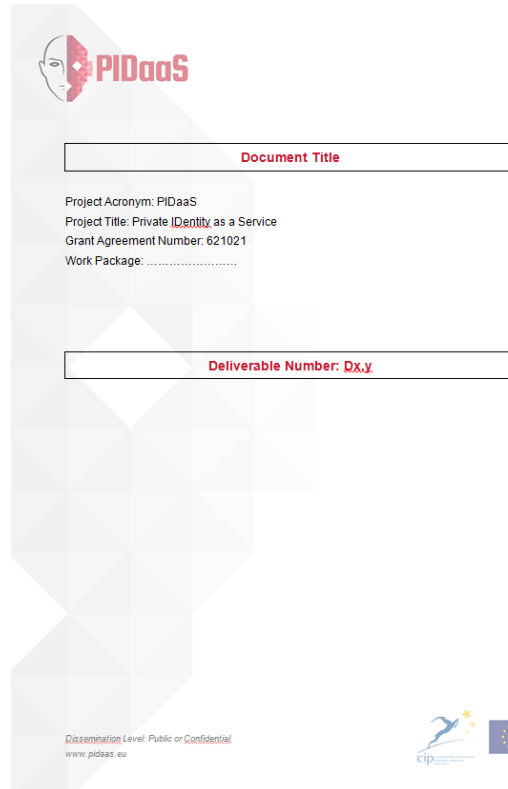


Figure 1 PIDaaS project's logo

The PIDaaS logo represents the duality of identities that the project wants for end users, in one side, we have the physical identity, and on the other side, we can see the virtual identity that PIDaaS enables to create and manage, the virtual identity will allow high security login in different websites and services.

3.2 PIDaaS templates

For the best dissemination results all the partners must be aligned, this is the reason for the creation of document templates. With templates all partners will use the same type of document and as a result maximize the acceptance and understanding of the PIDaaS audience.



Document Title

Project Acronym: PIDaaS
 Project Title: Private IDentity as a Service
 Grant Agreement Number: 621021
 Work Package:

Deliverable Number: Dx.y

Dissemination Level: Public or Confidential
www.pidaas.eu



 

Figure 2 PIDaaS Deliverable Template

There is one template for reports and deliverables which has the format base of the document and includes the logos of PIDaaS and CIP. Information about the document and the PIDaaS website is also shown. See figure 2.



Title
Subtitle

Name and Surname of the Speaker
 Company Name

pidaas.eu



Figure 3 PIDaaS Presentation Template

For project presentations i.e. (Conferences, Workshops) there is a slide presentation template. The template achieves simplicity and visibility with the combination of colours and position of the PIDaaS logo and CIP logo; moreover the slide template is very versatile and allows manifold types of presentations. See figure 3.

3.3 Project leaflet

Technology of PIDaaS

The PIDaaS platform is the integration of the following existing technologies:

- IdForMe voice biometric mobile authentication service
- BTPS-technology for face recognition
- BDIGITAL distributed Identification as a Service platform (LMPaaS) & CSI-PIEMONTE Identity platform (IdP) for user identity privacy preservation

PIDaaS will integrate BTPS technology into the IdForMe service and mobile applications and will make use of the distributed LMPaaS platform in order to demonstrate the potentiality of **renewable and revocable biometric pseudo identities**.

Results of PIDaaS

This new technology will bring **real advantages** for both **citizens and internet application providers**. Final users have the **control of how their information** can be used and by whom, and, at the same time, internet application providers can **easily integrate the biometric authentication** into their remote identification processes.

For demonstrating the applicability of **security and privacy** of PIDaaS were carried out 3 pilots in 3 different target sectors.

- E-Health
- E-Commerce
- E-Citizen



8 Partners involved from Italy, Lithuania, Norway, Spain and United Kingdom.
Goals: exploiting traditional biometric technologies and platforms for **identity management** to create an innovative service based on biometric data.



PIDaaS (Private Identity as a Service) is a project co-funded under the ICT Policy Support Programme of the European Union as part of the Competitiveness and Innovation Framework Programme (CIP)



Figure 4 PIDaaS Leaflet

The PIDaaS leaflet is planned as a printed dissemination tool for raising awareness on a national and EU level. Leaflet is going to present the project with its description, goals and results. The leaflet will be distributed to the partners who will be responsible for its distribution at the dissemination events.

It is planned to have the same leaflet in two languages, one being English and the other the national language where the leaflet is being distributed.

All partners, stakeholders and end-users will have access to a digital version of the leaflet through the PIDaaS website.



3.4 Project poster

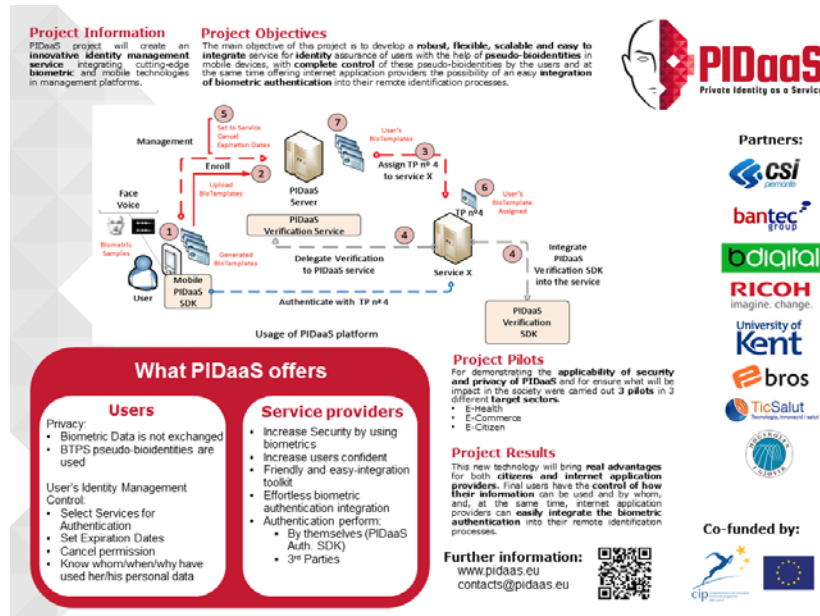


Figure 5 PIDaaS Poster

The project poster will allow a visual diffusion during the dissemination events such as conferences, fairs, project workshops and exhibitions.

There will be another poster for the pilots of e-health and e-citizen in the national language informing about the PIDaaS project pilot to the users and non-users of the pilots.

The posters will be available in digital format in the website so the partners and interested stakeholders can have access to it.

It could be possible that some of the partners develop different posters for specific applications of PIDaaS. The new posters will be also uploaded in the website and the other channels we identify as interesting to spread out case by case.

3.5 Website

PIDaaS website is made from various web pages and one forum. The final form of the website may not be the same as the viewed in this deliverable, due to constant updating and applying improvements for a better design and functionality of the website.

The PIDaaS website home page is illustrated in the following figure:

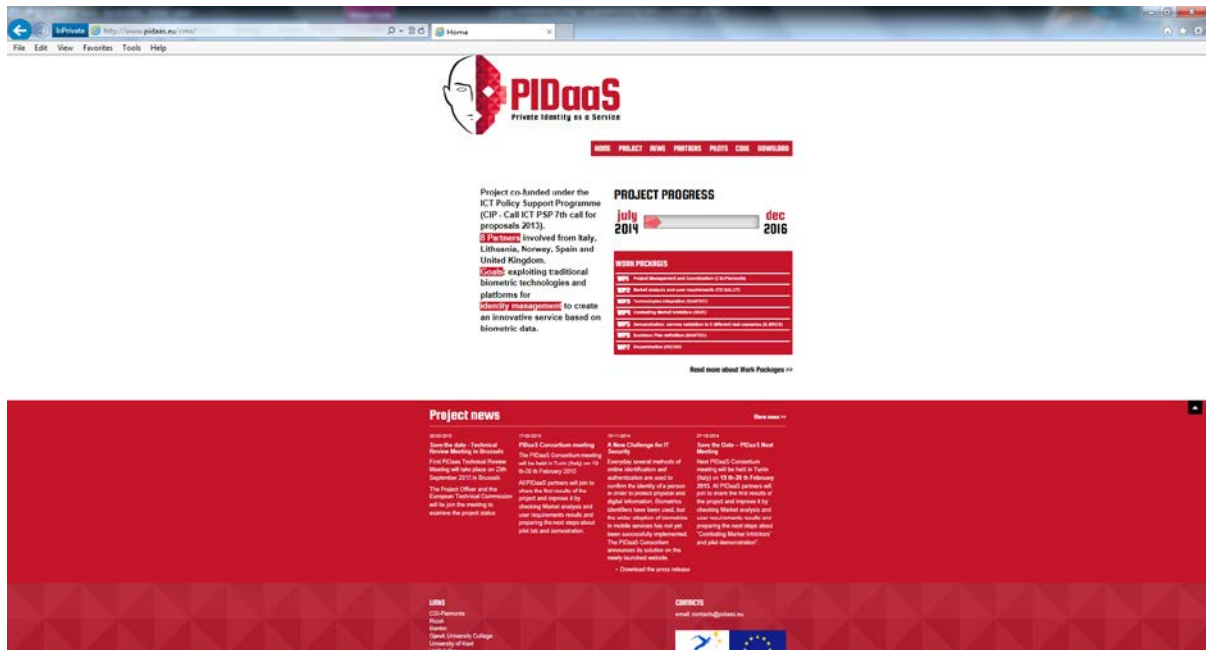


Figure 6 PIDaaS Website – Home Page

In the website there are three main sections:

- The top section, which remains stable as the visitor browses the various pages. This section provides the necessary links to navigate to all the available content.
- The main section, where the actual content of a page is viewed by the visitor.
- And the links section, which remains stable as the visitor browses the various pages. The visitor can find the links of all the partners involved in the consortium and some ways of contact with the project.

3.5.1 Home

In the home page, the PIDaaS project is introduced with the ICT Policy Support Program, the partner's localization, the goals of the project, the development of the project in a progress bar and the work packages listed. Below is shown the last news about the project. See the home page of the website in figure 6.

3.5.2 Project

There are three subdivisions in the project section; PIDaaS, PIDaaS usage, Adopting PIDaaS.

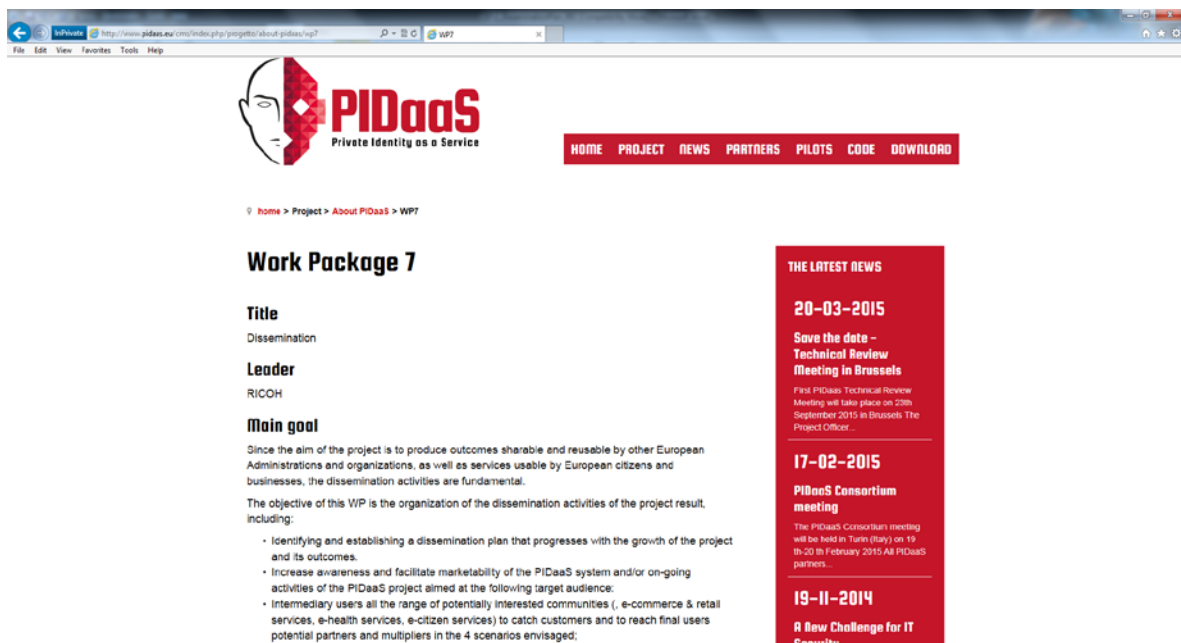
3.5.2.1 About PIDaaS



Figure 7 PIDaaS Website – About PIDaaS

In this section of the website the visitant can learn about the project, with its definition, duration and functionality. Below the goals of the project are presented and the developed technology that PIDaaS will use. The visitor also can see listed the work packages. See figure 7.

3.5.2.1.1 Work Packages



D7.1-Dissemination Plan

Dissemination Level: Public

www.pidaas.eu

Figure 8 PIDaaS Website – Work Package

Every Work Package has a web page where it is explained: the title of WP, its leader and the main goal of the package, the description of what it is about, and the expected results of the WP. One example of a WP web page can be seen in figure 8, with the dissemination work package.

3.5.2.2 PIDaaS usage



Figure 9 PIDaaS Website – PIDaaS usage

The PIDaaS usage explains how it will change the authentication scenario with the use of this new high security service. It is explained on one side, what PIDaaS offers to the end users in the privacy and identity management control, and on the other side, what can the project offer to the mobile or web service provider. See figure 9.

3.5.2.3 Adopting PIDaaS



Figure 10 PIDaaS Website – Adopting PIDaaS

Adopting PIDaaS shows how the needs of this new service will meet all requirements that the market can not satisfy in this moment with a unique platform. This platform integrates identity management service and the identity assurance service, relying on biometric traits. Also explains the different scenarios where the PIDaaS application will be. See figure 10.

3.5.3 News

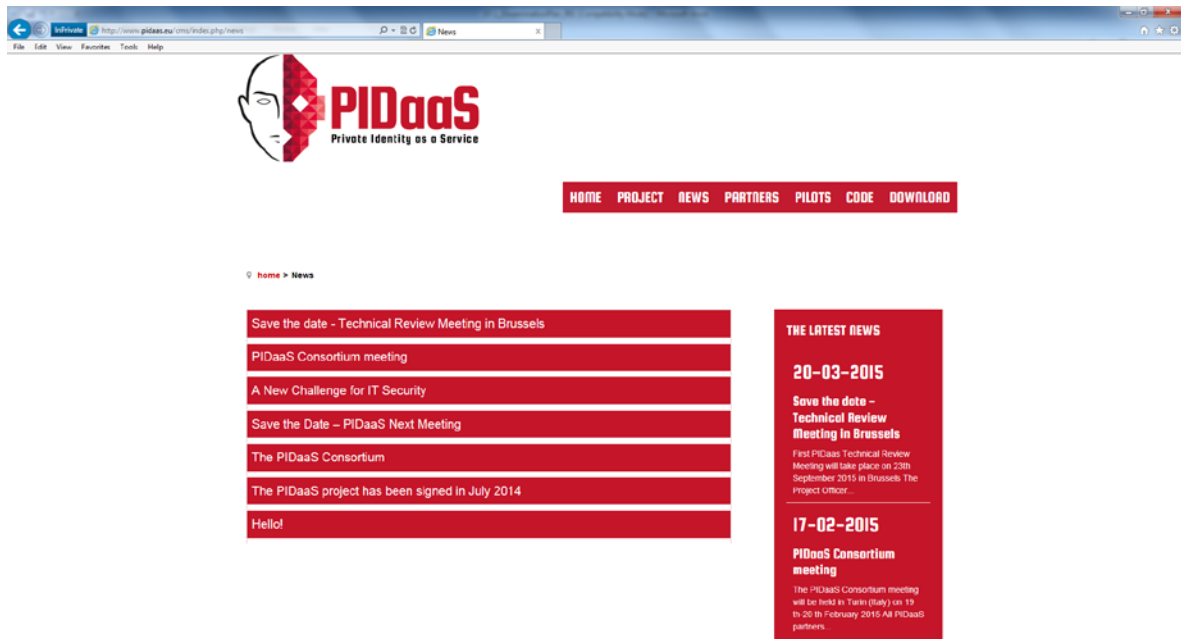


Figure 11 PIDaaS Website – News

In the News web page the visitor can find the last information about the project development and previous information published. The events and other dissemination activities will be attached into one new announcement together with a short description. This page is in constant update and will present new information with the development of the project. See figure 11.

3.5.4 Partners



Figure 12 PIDaaS Website – Partners

In the partners section every partner has their own web page where it explains with a short description what they do in the project. It can be seen on which sectors every partner operates and his expertise areas. Note that all the partners belong to different professional sectors and this specific characteristic allow PIDaaS to have different points of view. See figure 12.

3.5.5 Pilots

The pilot's web page will explain the various sectorial tests that PIDaaS should do in the project: pilot for e-commerce, pilot for e-health and pilot for e-citizen. These different pilots will take place in diverse countries, Finland-Lithuania, Spain and Italy.

The aim of these pilots is to show the potential of PIDaaS in key applications.

3.5.6 Code

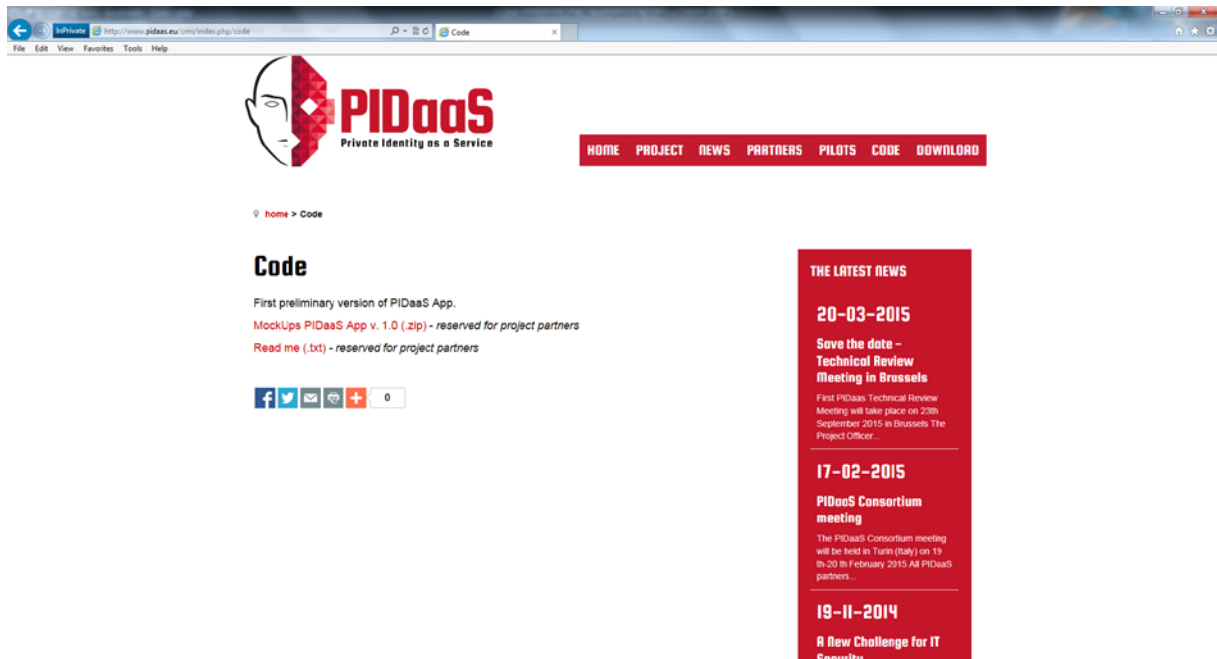


Figure 13 PIDaaS Website – Code

The code section is a repository to make available some technical and very specific information for the interested general audience. See figure 13.

3.5.7 Download

This section will contain the link of the PIDaaS mobile application into the Play Store and App Store.

It will also be accessible to all the public the deliverables and dissemination material generated in the project.

3.5.8 Forum

This area will provide a public online channel to discuss regarding PIDaaS. The experts of each partner will make public all the responses to the questions the general audience make through this channel. During the dissemination phase the specific sections will be created as needed. The forum will be available in the next months.

3.5.9 FAQ

This area, **Frequently Asked Questions (FAQ)**, will provide answers to a list of possible questions regarding many areas of the project. It is not implemented in the website yet.

This section will be mainly based on Questions and Answers about the application of PIDaaS in the pilots. So the most common questions could be solved autonomously by the people who have the problem.

3.6 Videos

The videos about PIDaaS project will allow an audio-visual media for the project dissemination.

This type of media is very useful for a quick and easy understood for the PIDaaS audience.

All the videos of PIDaaS will be uploaded to a PIDaaS dedicated account. When one video is made and loaded to the account, this will be posted in the project website.

4 Dissemination Procedures

Some basic principles and guidelines have been defined with the goal to create common criteria for all members of the Consortium.

On one hand, these procedures aim to enhance the quality of the developed material and the presentations. On the other hand, the commonly agreed guidelines are essential to prevent misunderstandings between the consortium partners.

4.1 Dissemination Principles

All dissemination activities should follow a number of important principles:

- Respect IPR of all partners.
- Respect the work of all partners.
- Ensure the proper reference of all relevant parties whose work is directly or indirectly mentioned in the proposed publication.
- Follow transparent procedures.
- Respect confidential results and results that commercial issues arise.
- Avoid overlapping or duplication of dissemination events.
- Clearly distinguish between results suitable for dissemination and exploitable results.
- Target the right audience.
- Always mention PIDaaS project.
- Always follow the procedures described within this document.

4.2 Procedures for presentation of PIDaaS project in events

Procedures for events may vary from one event to another event of the same type, but always have a similar protocol. This section is to remark guidelines for PIDaaS presentation in public procedures.

4.2.1 Conferences and workshops

The exposure might contain five main sets:

- **Presentation.** With the welcome of the attendees and the organization.
- **Introduction.** Will explain the PIDaaS project in general lines for aiding locating the public and the goals of the exhibition. Must be short and attractive to the attendees to improve their attention.
- **Development.** Is the main section of the conference or workshop, could be useful to mix the theoretical concepts with some examples for better understanding of the public.
- **Conclusion.** In this section the speaker will remark the main concepts of the exposition, it is recommended to be short.
- **Closing.** The final part when the speaker ends his presentation.

4.3 Procedure when something new is published

All the public material will be published in the web site and, in some cases, also in other online channels such as LinkedIn, Facebook o Twitter. Per each case the partner who execute the activity that origins the need to publish something in the web will be the responsible for doing so. However, Ricoh will help the partner in publishing any material to the website or online channels.

5 Governance Model (KPI's)

The governance model is the way to show how the dissemination phase is proceeding. PIDaaS project staff will use some electronic tools to get the online information to fulfil the reports. These tools are the following:

- Hootsuite (LinkedIn and Twitter)
- MailChimp (Newsletters)

All these tools will be managed with manual and semiautomatic procedures to get the important content.

To analyse the performance of the activities done in the dissemination phase there is the following table with main KPI's.

Dissemination channels	KPI	Success indicator
Workshops, courses and project presentations	<ul style="list-style-type: none"> • Number of workshops • Number of courses • Approximated number of events / conferences participated or organized or with significant presence • Approximated number of attendees 	<ul style="list-style-type: none"> • 2 workshops, one for the industry sector and the other for the scientific sector • 2 courses, one for the industry sector and the other for the scientific sector workshops • Present PIDaaS in at least 3 major events • The average number of targeted attendees per event is 30 people.
Newsletters, press releases and whitepapers	<ul style="list-style-type: none"> • Number of newsletters • Number of press releases • Number of whitepapers produced 	<ul style="list-style-type: none"> • The PIDaaS consortium aims at producing and distributing several different newsletter issues (1 each 6 months) during the project. • At least 3 press releases during the project. • The PIDaaS consortium aims to release at least 3 whitepapers.
Marketing Collateral Materials	<ul style="list-style-type: none"> • Number of leaflets / brochures produced • Number of posters • Number of videos 	<ul style="list-style-type: none"> • Preparation and distribution of 1-2 different brochures during the project. • The PIDaaS consortium aims at publishing 1-2 posters during the project. • 1-3 videos with presence of industry experts or selected

		customers
Social Media	<ul style="list-style-type: none"> •PIDaaS presence in Social Media •Flow of communication, number of posts 	<ul style="list-style-type: none"> •PIDaaS in Twitter, Facebook and LinkedIn. •Continuous information contribution during the project.
Website	<ul style="list-style-type: none"> •Number of visitors, and average time on site statistics 	<ul style="list-style-type: none"> •An average of 1500 visits per year would be a positive result, with at least 40% of users spending more than 2 minutes on the site
Open Forum	<ul style="list-style-type: none"> •Number of problems/questions solved in one week 	<ul style="list-style-type: none"> •It is hoped to be answered the 80% of the issues in posted on forum in less than one week

Table 5 Dissemination KPI

To monitor social activity we will use Hootsuite software. The suite makes it possible to understand the influence of the PIDaaS activities in this kind of networks. Regarding Twitter it will be interesting to understand the comments made by participants in physical conference or events.

To manage the Newsletter we plan to use MailChimp. This solution gives well detailed information about traceability of the email (Emails sent, opened, archived, deleted, etc.) and can measure the impact for each edition.

All of these tools will be managed by Ricoh, all the data will be analysed to generate regular reports to understand the impact of all the online activity in this phase.

6 Accomplished and Planned Dissemination Activities

Every partner has planned a set of dissemination activities where PIDaaS will be promoted and disseminated. All the events are described and have been identified the target sectors.

The next table shows what function (And responsibility level) every partner has in the dissemination activities. As you can see not everyone have the same level of responsibility per each activity. It could be possible that any partner makes extra activities to improve or support any relevant part they decide.

	CSI	BANTEC	BDIGITAL	RICOH	UKENT	EBROS	TICSALUT	GUC
Twitter	CP	CP	CP	M + CP	CP	CP	CP	CP
LinkedIn	CP	CP	CP	CP	M + CP	CP	CP	CP
Facebook	M + CP	CP	CP	M + CP	CP	CP	CP	CP
Newsletter	CP	CP	CP	M + CP	CP	CP	CP	CP
Press release	CP	CP	CP	M + CP	CP	CP	CP	CP
Videos						CP		
Papers					CP			CP
Website	M + CP	CP	CP	CP	CP	CP	CP	CP
Web News	M + CP	CP	CP	CP	CP	CP	CP	CP
Open forum	M + CP	CP	CP	M+CP	CP	CP	CP	CP
Workshops		O				O		
Courses					O		O	
Conferences	O	O	O	O	O	O	O	O

Legend: M (Manager), O (Owner), A (Administrator) and CP (Content Producer)

Table 6 Dissemination behaviour of every partner.

The functions of previously defined categories are the following:

- **Manager (M):** They are the supervisors of the activity. Their responsibilities are to ensure the content and writing style is aligned with project main lines.
- **Owner (O):** They are responsible of the event. The partner will carry out the event and develop all the content needed.
- **Content Producer (CP):** The partner involved in this category will have to create dissemination content and share it with the responsible of the activity. As you can see many partners can generate content for each channel

7 Conclusion

As mentioned during this document Ricoh plans a list of activities to be executed by all partners. All these activities should be focused on the specific audience correctly targeted and monitored to get feedback.

This deliverable is a guide to follow for all the partners but can be adapted and modified during the execution for a better adaption to real needs.

8 References

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